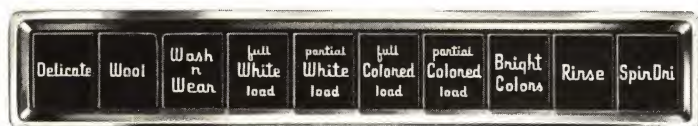




*the dependable
washers and dryers of*

MAYTAG





Maytag One Button Custom De Luxe Automatic

Here's the ultimate in modern washing convenience. Just put the clothes in, press the button that describes the load—Maytag does the rest automatically.

This revolutionary Maytag provides research-proven correct speeds, temperatures and proper water levels for both wash and rinse cycles—to match any conceivable mixture of washables.

Special care cycles for *washable woolens* and “*wash 'n wear*” fabrics automatically provide proper washing, soaking and rinsing that minimizes matting and felting of *woolens* and prevents formation of wrinkles in all “*wash 'n wear*” fabrics.

And right along with push-button washing, you get famous Maytag dependability. A reputation built on year-in, year-out reliability and performance.

AUTOMATIC BLEACHING

Maytag takes work, worry and mistakes out of bleaching. Full-strength bleach poured into the Automatic Bleach Dispenser is automatically diluted and added to wash water at exactly the right time, in just right strength.

New Maytag Halo of Heat® Dryer with Electronic Control



This Maytag dryer offers the utmost in drying convenience. Its moisture-sensitive electronic “fingers” feel the clothes for dryness. This means that the unique Maytag Halo of Heat® Dryer with electronic control can save you hours of ironing. It can't overdry or bake in wrinkles. The remarkable Maytag dryer, with electronic control, eliminates time and temperature guesswork. Put the clothes in—press the button that describes the load and Maytag does the rest automatically. No matter what the load, clothes come out soft and fluffy—and always dried precisely right.

Maytag is gentle to even delicate lingerie because a Maytag Halo of Heat® Dryer dries with a soft circle of low, even heat. There are no harsh “hot spots” to overdry or damage delicate fibers.

NO TIME OR TEMPERATURE GUESSWORK

Maytag's 72 electronic fingers, more sensitive than your own, “feel” moisture in clothes. Maytag—completely automatic control for drying all fabrics. When clothes are dried just right, dryer shuts off. Wrinkles are never baked in; you save hours of ironing.

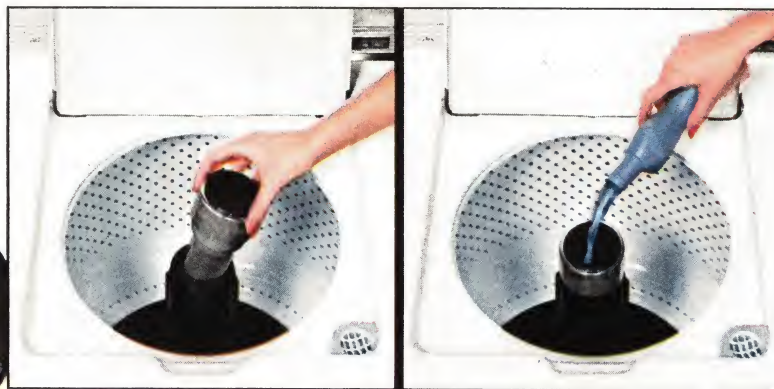




Maytag Models A902/DE750 Custom De Luxe Automatic Washer and Dryer



MAYTAG Lint Filter Agitator with Fabric Softener Dispenser



MAYTAG LINT FILTER AGITATOR

The Maytag Lint Filter Agitator means clean clothes. It works under water where it can trap both floating and suspended lint. A Maytag Lint Filter Agitator makes a myth of the lint problem.

And, the Maytag Lint Filter lifts out for easy cleaning. No pans or traps in your way when loading or unloading.

AUTOMATIC FABRIC SOFTENER DISPENSER

All the benefits of soft, non-clinging fabrics are yours automatically. Built right into Maytag's Lint Filter Agitator is an Automatic Fabric Softener Dispenser. Simply add a liquid fabric softener of your choice before you start your wash; the Automatic Dispenser does the rest . . . automatically distributing the softener for the deep rinse cycle.

MAYTAG WASHES ALL FABRICS

No matter what washing problem confronts you, the Maytag Custom De Luxe A702 has the answer. Choose from gentle or regular wash and rinse speeds; hot, warm or cold wash and rinse water and low, medium or full water levels. Plus a fully automatic Pre-Wash-Soak cycle for those heavily soiled items found in the family washbasket.



The Versatile Maytag Custom De Luxe Automatic Washer

PRE-WASH AND SOAK CYCLE WITH AUTOMATIC ADVANCE

Never has it been so easy to get heavily soiled clothes really clean. Maytag's new Pre-Wash and Soak Cycles with Automatic Advance, let you set it, and forget it. This work-saving washday feature takes the clothes or diapers through a complete Pre-Wash cycle of agitation, followed by a 5-minute soaking in fresh water. And Maytag is so automatic that it advances into the regular washing cycle and even adds new detergent. All with only one setting. The only thing you come back for are the clean clothes.



This versatile Maytag lets you choose your own laundering techniques, by providing push-button selectors for water temperatures, fill levels and speeds and variable time selection. No lint problems and automatic bleaching, too.

Maytag . . . the washer that gives you a sparkling clean, thoroughly rinsed wash. Performance? Maytag is *the* word for clean clothes. Maytag pioneered the agitator. Its thorough, gentle washing action has long been the standard of comparison. Now Maytag offers the plus advantages of completely automatic Pre-Wash and Soak cycles. One setting gives you Pre-Wash, Soak and Regular Washing automatically. A work-saving cycle that helps you get those heavily soiled clothes or diapers really clean.

Dependability? Maytag is the washer world-famous for dependability. Over 15 million Maytags have been sold. Ask any of the millions of Maytag users. . . . They'll tell you Maytag is the one that works day in, day out, year after year.



Maytag Models A702/DE702 Custom De Luxe Automatic Washer and Dryer



Maytag Models A302/DE302 Super Highlander Automatic Washer and Dryer

Easy to use controls of A302 give wide range of selections for gentle, thorough laundering of all family wash loads.



The Super Highlander® 302

Here is an exacting combination of Maytag push-button convenience, versatility and economy. This Super Highlander has such reliably practical Maytag features as: Lint Filter Agitator, Metered Fill and Automatic Water Level Control for real washing economy. Just one of Maytag's dependable automatic washers that will do a full day's work, year in and year out. Its work day companion is the famous Maytag Halo of Heat® Dryer that surrounds clothes with a soft circle of heat for gentle drying of all fabrics.

The Super Highlander® 502

Famous for dependability, Maytag Super Highlander has its own impressive list of work-saving features for practically effortless washdays. The Maytag Super Highlander 502 gives you 2 speeds for all-fabric washing; Automatic Fabric Softener Dispenser and Maytag's world-famous, thorough but gentle, agitator washing action. The washing action that makes the water do the work without dragging and pulling the clothes. And Maytag's new Soak Cycle makes really dirty clothes a cinch to get clean.

SOAK CYCLE A502, A302

Maytag gives you added washday versatility on all Super Highlanders. A special Soak Cycle lets you select extra cleansing ability when you want it. For heavily soiled work or play clothes or baby's diapers, this extra cycle means thorough cleaning, but no extra work for you.



Maytag Super Highlander® Dryer with Electronic Control

Say goodbye to time and temperature guesswork with Maytag's Halo of Heat® Dryer with Electronic Control. This dryer matches Maytag Super Highlander Washers in beauty and dependability.

And like all Maytag Halo of Heat® dryers, its gentle circle of low, even heat lets you dry even your most delicate lingerie.

Now a Maytag Halo of Heat® Dryer with Electronic Control—the dryer that measures the moisture in clothes to dry every load exactly right.

DRYER ACTUALLY FEELS CLOTHES FOR MOISTURE

72 Electronic "fingers" on the baffles in the drum feel for moisture in your clothes. When they're dried exactly right, off goes the heat. This means soft clothes with less wrinkles; makes ironing easier and faster.

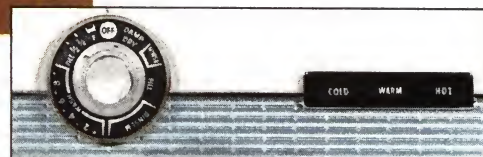




Maytag Models A502/DE502 Super Highlander Automatic Washer and Dryer



Maytag Models A102/DE102 Highlander Automatic Washer and Dryer



FUNCTIONAL CONTROLS

The functional Highlander control panel is shown below. Push-button Water Temperature Controls on the right. Select-a-cycle dial in the center. A smartly styled dependable performer to put in your laundry room.

The Highlander® 102

Getting clothes clean is Maytag's business, and the Big-family Load Capacity of this Highlander is no exception. Completely automatic, including push-button controls, this Highlander is short on cost, long on performance. Built with the same dependability that goes in every Maytag, you can count on it for year-in, year-out service. It was an assembly line Highlander that did 15,218 loads (equal to 50 years' normal use) and only required service 6 times! We try to build every one to do as well . . . or better.

The Highlander® 202

This dependable Maytag is a 2-speed automatic with convenience features like Push-button Water Temperature Control and Select-a-cycle dial with wash water level selection. It has work-saving features like Maytag's famous perforated tub with Swirlaway Draining Action for clean clothes and dependability features like rust-proof lid hinges and zinc-coated cabinet that resists corrosion. Flexibility plus performance . . . at a budget price.



SPARKLING CLEAN CLOTHES

Maytag has a time honored reputation of getting clothes clean . . . sparkling clean. Its famous Gyrafoam® washing action has long been a standard of comparison. This is the agitator washing action often copied but never duplicated. Maytag washing action . . . for gentle but thorough cleaning.

PUSH-BUTTON OPERATION

The Highlander offers you Push-button Speed Control for "gentle" or "regular" washing action and push-button water temperature controls, including Cold for washing delicate fabrics and washable bright colors. Other Highlander features include Agitator washing action, Safety tub brake stops action in seconds when lid is raised, rust-proof lid hinges and a zinc-coated steel cabinet with a porcelain enamel top and lid.





Maytag Model A202/DE102 Highlander Automatic Washer and Dryer



Maytag Model 340W Automatic Washer-Dryer Combination

A washer and a dryer all in one, and all in 34 space-saving inches! This Maytag Combination not only does your washing and drying in a minimum of floor space, but with a minimum amount of effort on your part.

Push two buttons, set the dials and your laundry is washed and dried in one simple and continuous operation. For convenience as special needs arise . . . use it as a washer or dryer alone.

And it's packed with washday features: Automatic Bleach Dispenser takes the mistakes out of bleaching, Automatic Water Level Control saves you gallons of water. Push-button Water Heater maintains hot water temperatures for special loads. Push-button Fabric Controls for washing all fabrics correctly.

Plus: Rinse Conditioning Dispenser, Special "Wash 'n Wear" Setting, Flush to Cabinet and Wall Installation, and a host of others.

Maytag . . . Automatic Washer-Dryer Combination

SIMPLE CONTROLS FOR ALL-FABRIC WASHING AND DRYING

Completely automatic push-button controls with wash and dry time selectors provide correct washing and drying procedures for all fabrics. Wash and dry in one operation or use each operation separately. Special "Wash 'n Wear" cycle for modern fabrics.

AUTOMATIC BLEACH DISPENSER AND RINSE CONDITIONER

Automatic Bleach Dispenser ends bleaching mistakes by diluting and adding bleach at just the right time. The Rinse Conditioner Dispenser automatically adds liquid fabric conditioners, water conditioners, or bluing into the final rinse to give clothes new softness and whiteness.



Maytag Wringer Washers



Maytag Wringer Washers; reading clockwise: The Model E2L Master; The Model N2L Chieftain and The Model J2L Commander.

Long famous and unbelievably dependable, these Maytag washers have been America's first choice for years. Fast, efficient and beautifully designed, these washers are unmatched for clean, clean washes.

Maytag Master

The finest conventional washer ever built. Big, square aluminum tub holds more, keeps water hotter. Agitator action, hinged lid, exclusive efficient Maytag easy set, simple release wringer, adjustable legs.

Maytag Commander®

Extra capacity porcelain-on-steel square tub. Maytag Gyra-foam® washing action. Exclusive Maytag simple set, simple release wringer has one hard, one soft roll to remove more water. Sediment trap holds dirt.

Maytag Chieftain®

Here's dependability for economy. Famous Maytag agitator action, oversize, round, porcelain-on-steel tub. Maytag wringer, and the dependability of Maytag craftsmanship—yours at budget price.





**LINT FILTER AGITATOR
WITH AUTOMATIC
FABRIC SOFTENER DISPENSER**

Maytag's Lint Filter Agitator means clean clothes . . . 2 ways. The Lint Filter works under water to trap both floating and suspended lint. And built right into Maytag's Lint Filter Agitator is an Automatic Fabric Softener Dispenser. Simply add the liquid fabric softener of your choice before you start your wash. The Automatic Dispenser does the rest. Available on Maytag Custom De Luxe and Super Highlander models.

Maytag **Plus** Features for Clean Clothes

**PRE-WASH AND SOAK CYCLE WITH
AUTOMATIC ADVANCE**

Never has it been so easy to get heavily soiled work or play clothes and diapers really clean. Maytag's new Pre-Wash and Soak Cycles with Automatic Advance, let you set it, and forget it. This work-saving feature of the Custom De Luxe Maytag takes clothes or diapers through a complete Pre-Wash cycle of agitation; then a 5-minute soak in fresh water. And Maytag is so automatic that it advances into a regular washing cycle . . . even adds new detergent . . . all with only one setting. The only thing you come back for are the clean clothes.



This special cycle gives extra thorough cleaning for heavily soiled items like:

Sox	Mop Cloths	Pet Beds	Handkerchiefs	Diapers	Dish Cloths
Towels	Dust Cloths	Sporting Garb	Sick-Room Bedding	Tea Towels	Play Clothes
Dishrags	Cleaning Rags	Work Clothes	and Pajamas	Overalls	

Why Dependable Maytag Is Your Best Buy

For more than 50 years Maytag has been the standard of excellence in the home laundry industry. And for more than 50 years Maytag has been synonymous with dependability. From 50 states and 12 foreign countries women have written Maytag telling of the long, dependable service Maytag has given them and their families. Many thousands of Maytags 25 years old . . . and older are still performing regularly for their owners.

Maytag is the kind of dependability we believe you'd like in your home.

ZINC-COATED STEEL CABINETS

Maytag cabinets are sturdy and corrosion resistant. Their automotive gauge steel is protected against rust by a bonded zinc coating. Next, an epoxy-resin coat, like that used on boat hulls, for more corrosion protection. Final coat tough, easy to maintain, synthetic enamel. And the top and lid on every Maytag is porcelain enamel.



VIRTUALLY INDESTRUCTIBLE PUMP

This is Maytag's poly-pump. A practically indestructible material. It won't rust. It's unaffected by detergents, bleaches . . . and boiling water. Sand and grit won't hurt it. An optional extra cost feature? No! There's one on every **dependable** Maytag automatic.



LITTLE THINGS COUNT

Little things count, too! Like a corrosion resistant steel backpanel; unique lid hinge balls that can't rust; precision cut gears; heavy duty water valve solenoids completely sealed against moisture; hardened steel shafts. Little details, but good reasons why **dependable** Maytag is your best buy.



PERFORATED TUB

A Maytag tub is full of holes. Purposely! 1,056 of them! At the right spots to drain lint, sand and dirt away from clean clothes. There's a big capacity porcelain enamel tub that's big enough to wash large family-size loads gently, but thoroughly clean.



HELICAL DRIVE

Maytag's unique helical drive doesn't use complex electric or mechanical devices to shift from agitation to spin. Fewer working parts make Maytag dependable in a way few others can be. You don't see this feature. But you won't see much of your serviceman either.



LINT FILTER AGITATOR

Maytag pioneered the agitator. Improved it. Four accurately located vanes and low post drive mean efficient water action for thorough, gentle washing of all fabrics without whipping or pulling. Plus an automatic fabric softener dispenser built into the Maytag lint filter agitator.



Maytag Halo-of-Heat® Dryer Features



MAYTAG HALO OF HEAT® DRYERS WITH ELECTRONIC CONTROL ACTUALLY FEEL CLOTHES FOR MOISTURE.

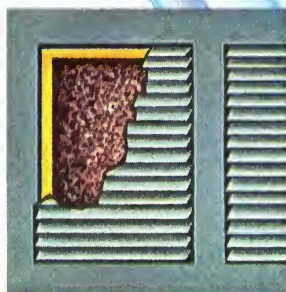
When they're dried exactly right, off goes the heat. This means soft clothes with less wrinkles. Makes ironing easier and faster.

The Maytag Halo of Heat® Dryer is the one every woman dreams of. A dryer that is gentle enough for even her most delicate lingerie, yet fast enough for normal loads. Maytag's gentle circle of low, even heat delivers soft, virtually wrinkle-free clothes in record time. Clothes that smell fresh because they're dried in filtered air. Maytag Halo of Heat® Dryers are built to match the dependability of your Maytag washer. Available in gas or electric models; vented or non-vented; colors or white.



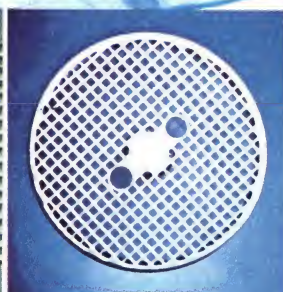
JUST PUSH ONE BUTTON . . .

There's no time or temperature guesswork with a Maytag Halo of Heat® Dryer with electronic control. Put the clothes in and push the button that describes the load. Your Maytag Electronic Control Dryer automatically selects right drying times and temperatures; feels clothes for dryness. Choose from "Regular Fabrics," "Wash 'n Wear," "Damp Dry" or "Air Fluff." Maytag does the rest automatically. Time Chime tells you when "Wash 'n Wears" are dried virtually wrinkle-free.



MAYTAG FILTERS INCOMING AND OUTGOING AIR FOR CLEANER DRYING

High-density Fiberglass Air Intake Filter completely covers intake air opening allowing only clean, pure air to touch your clothes. Highly efficient revolving Lint Filter turns with the drum—filters lint from 100% of the air as it leaves the drying chamber. Snaps in and out easily. Simple to clean.

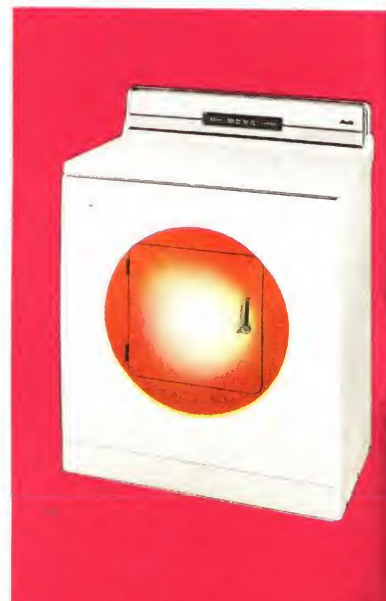


CLOTHES SPRINKLER

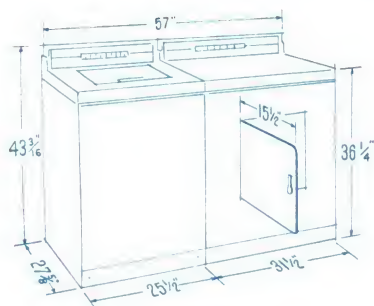
Maytag research saves you work, again. For Maytag Halo of Heat® Dryers the motion of the revolving drum helps you dampen clothes. Just fill the dispenser and snap in place. Dampens clothes evenly for faster ironing.

MAYTAG HALO OF HEAT® DRYERS

No more hot spots. No more overdrying. No more harsh-feeling clothes. Maytag Halo of Heat® dryers treat clothes to a gentle, soft circle of heat, all around the drum—dries clothes in low, low heat (hardly more than body temperature). Yet it's fast—dries even diapers in 26 to 35 minutes!



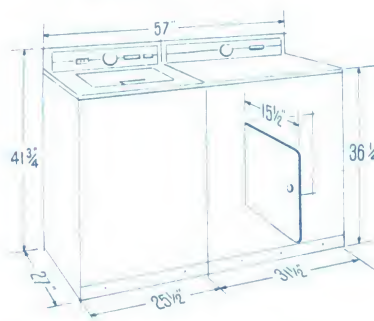
Maytag Automatic Washers and Dryers



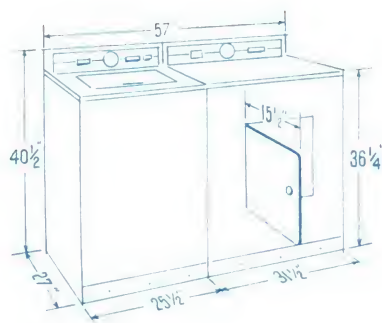
Dimensions of Models A902 and A702 automatic washers; Models DE or DG750; 702 and DE750W dryers. All models have adjustable legs.

COLOR

Brighten your laundry with the fashionable colors available on Maytag models A902 and A702 washers and Models DE or DG750, 702 or DE750W dryers. Choose from Pink, Yellow, Turquoise or Coppertone.



Dimensions of Models A502 and A302 automatic washers; Models DE or DG502 and 302 dryers. All models have adjustable legs.



Dimensions of Models A202 and A102 automatic washers; Models DE or DG102 dryers. All models have adjustable legs.

MAYTAG COMBINATION WASHER-DRYER

Features and Specifications

Automatic Bleach Dispenser	Adjustable Leveling Legs	Cold Water Wash and Rinse
Self-Controlled Water Level	Automatic Load Balancer	Dimensions: Height 35 3/4"; to top of
Push-Button Built-in Water Heater	"Wash 'n Wear" Chime Signal	panel 43 3/4"; width 34 1/8";
Push-Button Temperature Controls	Rinses: one spray, 3 deep tumble	depth 25 1/8"
Push-Button Fabric Controls	Special "Wash 'n Wear" Setting	Weight: Uncrated 303 lbs.
Wash and Dry Time Selectors	Rinse Conditioner Dispenser	Crated 343 lbs.
Interior Light	Porcelain Enamel Tumbler	Hose Length: 6 Feet
Zinc-Coated Cabinet	Cabinet Height, Flush to Wall and	No Standpipe required
No Venting Required	Cabinet Installation	

INSTALLATION DATA* Model 340W—Electric

Electrical rating: 230 volts, 60 cycles A.C., 3 wire service; draws approximately 4600 watts. Hot and cold water outlet and drain required.

*Detailed installation instructions available from The Maytag Company.

MAYTAG AUTOMATIC WASHER FEATURES

FEATURES	MODELS					
	A902	A702	A502	A302	A202	A102
Water Level Control for Wash and Rinse		X	X	X		X
Water Temperature Control (Including Cold)		X	X	X	X	
Speed Control for Agitation and Spin		X	X		X	
Wash Time Selector		X	X			
Special Rinse Water Temperature Selection		X		X		
Automatic Bleach Dispenser		X				
Thermostatically Controlled Warm Water		X				
Pre-Wash Cycle		X				
Automatic Advance from Pre-Wash to Soak		X				
Soak Cycle	X		X	X		
Lint Filter Agitator	X	X	X	X		
Full Cycle Safety Lid					X	X
Lint Remover Tub	X	X	X	X	X	X
Automatic Fabric Softener Dispenser		X	X	X		
Swirlaway Draining for Sediment Removal		X	X	X	X	X
Unbalance Load Control		X	X	X	X	X
Rust Proof Lid Ball Hinges		X	X	X	X	X
Corrosion Resistant Zinc-Coated Steel Cabinet	X	X	X	X	X	X

All washers operate on 115 volts, 60 cycle A.C. (Available on order for most other odd voltage and cycle currents.) Weight: approximately 230 lbs. uncrated. Inlet hose 5 feet, models A902/A702, 4 feet, all other models; Drain hose 6 feet.



MAYTAG AUTOMATIC DRYER FEATURES

FEATURES	DE750 DG750	DE750W No Vent	DE702 DG702	DE502 DG502	DE302 DG302	DE102 DG102
	Matching Washer Models A902 and A702			Matching Washer Models A502 and A302		Matching Washer Models A202 and A102
Automatic Electronic Dri Control	X	X		X		
Revolving Disc Lint Filter	X		X	X	X	X
No Vent Water Condensation Drying		X				
Push-Button Temperature Control			X		X	X
Intake Air Filter	X		X			
"Wash 'n Wear" Dry Cycle		X	X		X	X
Interior Drum Light	X	X	X			
Porcelain Enamel Drum	X	X	X	X	X	
Safety Door and Start Switch	X	X	X	X	X	X
Damp Dry Settings	X	X		X		
Automatic Clothes Sprinkler			X		X*	X*
Zinc-Coated Steel Cabinet	X	X	X	X	X	X
Gas or Electric Fuel Types	X		X	X	X	X

All electric dryers operated on 230 volts, drawing approximately 4800 watts (Model DE750W, 4300w) or 115 volts drawing 1650 to 1750 watts, 60 cycles, A.C. Gas models use single port burners. Gas rating 18,000 BTU per hr. input. Adaptable to any approved gas. Constant pilot. Approximate weights uncrated: DE750—175 lbs., DG750—180 lbs., DE750W—220 lbs., DE702—175 lbs., DG702—180 lbs., DE502—165 lbs., DG502—170 lbs., DE302—165 lbs., DG302—170 lbs.

*Optional at slightly higher cost.



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*the dependable
washers and dryers of*

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